

Search reports and help

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ACQUISITION

BEHAVIOR

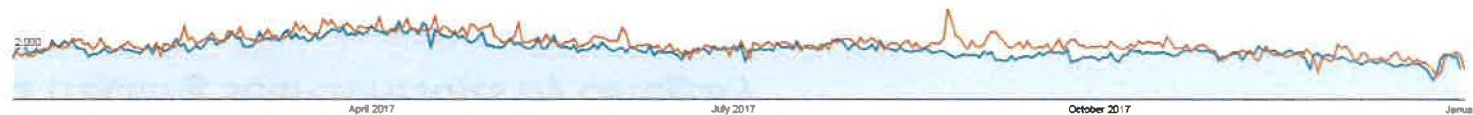
DISCOVER

ADMIN

Jan 1, 2017 - Dec 31, 2017: Users

Jan 1, 2016 - Dec 31, 2016: Users

4,000



Users

-9.83%

476,306 vs 529,256



New Users

-9.23%

471,693 vs 519,649



Sessions

-8.93%

639,610 vs 702,305



Number of Sessions per User

1.01%

1.34 vs 1.33



Pageviews

38.19%

3,050,951 vs 2,207,740



Pages / Session

51.74%

4.77 vs 3.14



Avg. Session Duration

-3.40%

00:02:45 vs 00:02:50



Bounce Rate

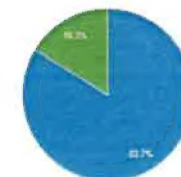
5.42%

51.06% vs 48.43%

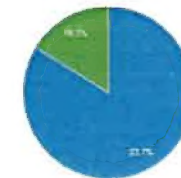


New Visitor Returning Visitor

Jan 1, 2017 - Dec 31, 2017



Jan 1, 2016 - Dec 31, 2016



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Language

1. en-us

Jan 1, 2017 - Dec 31, 2017

Jan 1, 2016 - Dec 31, 2016

% Change

2. en-gb

Jan 1, 2017 - Dec 31, 2017

Jan 1, 2016 - Dec 31, 2016

Users % Users

424,033 88.84%

466,857 88.10%

-9.17% 0.85%

6,421 1.35%

6,671 1.26%

# 2017 Website Stats Analysis

- New users down by 9% primarily due to 52% decrease in referral traffic
  - Pages that link to the [fashiondistrict.org](http://fashiondistrict.org) are not getting as much traffic (53%)
  - Decrease in content marketing – blog posts, social media clicks (29%)
  - 6.4% decrease in organic traffic search (i.e. Google search)
  - 5.1% decrease in direct traffic (typed in [fashiondistrict.org](http://fashiondistrict.org))
- 38.19% increase in pageviews
  - Started tracking search results by category

# Demographics

- Sex
  - 72.6% Female
- Age
  - 23.81% - Ages 18-24
  - 32.79% - Ages 25-34
  - 21.69% - Ages 35-44
- Language
  - 90% English
- Location
  - 88.4% USA
  - 1.76% Mexico
  - 1.16% Canada
  - .62% South Korea

# Interests

## Interests: Overview

SAVE EXPORT SHARE INTELLIGENCE

All Users  
+0.00% Users

+ Add Segment

Jan 1, 2017 - Dec 31, 2017  
Compare to: Jan 1, 2016 - Dec 31, 2016

Key Metric: Users

### Affinity Category (reach)

64.78% of total users

3.34%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
-13.03%	
3.31%	Media & Entertainment/Movie Lovers
-22.85%	
3.20%	Shoppers/Shopaholics
-15.36%	
2.67%	Beauty & Wellness/Beauty Mavens
10.86%	
2.57%	Food & Dining/Foodies
66.56%	
2.56%	Lifestyles & Hobbies/Fashionistas
51.19%	
2.54%	Home & Garden/Home Decor Enthusiasts
-6.16%	
2.53%	Media & Entertainment/TV Lovers
-28.92%	
2.51%	Media & Entertainment/Music Lovers
22.36%	
2.49%	Lifestyles & Hobbies/Family-Focused
26.03%	

### In-Market Segment

60.50% of total users

3.83%	Travel/Hotels & Accommodations
-4.94%	
2.70%	Travel/Air Travel
3.72%	
2.51%	Apparel & Accessories/Women's Apparel
7.61%	
2.33%	Employment
-14.16%	
1.86%	Home & Garden/Home Decor
17.97%	
1.69%	Apparel & Accessories
-28.59%	
1.60%	Real Estate/Residential Properties/Residential Properties (For Sale)
-15.71%	
1.59%	Home & Garden/Home Furnishings
-6.74%	
1.55%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
-10.99%	
1.50%	Education/Post-Secondary Education
-11.52%	

# Interests



- Affinity Categories: Top-level categories group based on mixed activities
- In-Market Segment: Categories or products users are also in the market to purchase
- Other Categories: Categories users are also interested in browsing

## Most Viewed Pages 2016 vs. 2017

1. Map
2. Search Wholesalers
3. Wholesale Business
4. Retail Shopping
5. Business Directory
6. Santee Alley
7. Fabrics & Notions
8. Visitor Info
9. Business Hours

1. Directory Search: Clothing Category
2. Retail Shopping
3. Map
4. Wholesale Business
5. Directory Search: Bridal & Wedding
6. Search Wholesalers
7. Santee Alley
8. Fabrics & Notions
9. Visitor Info



52,299 Total Followers

4,227 New Followers

58.9% decrease in new followers compared to new followers in 2016



23,317 Total Followers

5,295 New Followers

38% decrease in new followers compared to new followers in 2016



9,842 Total Followers

558 New Followers

52% decrease in new followers compared to new followers in 2016



Average reach of 24,000



Inactive

# 2018 Marketing Plan

- Q1
  - Brand rollout
  - Strategize Communications
  - Q1 Newsletter/Trend Report
  - Street Banners
  - Annual Meeting Planning
  - Website Audit
  - Wholesale Strategy
- Q2
  - Street Banners
  - Infographics
  - Development Map
  - Update Press Kit
  - Annual Meeting
  - Fashion District Guides (blog)
- Website Redesign (RFP)
- Wholesale Strategy
- Ambassador Toolkit
- 2Q Newsletter/Trend Report
- Urban Dinner Party Prep
- Q3
  - Fashion District Guides (blog)
  - Web Redesign (launch)
  - Urban Dinner Party Prep & Execution
  - 3Q Newsletter/Trend Report
- Q4
  - Santee Winter Wonderland Prep & Execution
  - Q4 Newsletter/Trend Report